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CLAIMS:

What is claimed is:

- 1 1. A system for collecting information about a user of
2 an electronic consumable, comprising:
3 an electronic consumable displayed using an
4 apparatus, the apparatus having an input device and a
5 sensor;
6 wherein the sensor is activated by a user action to
7 collect information about the user's behavior as the user
8 consumes the electronic consumable.
- 1 2. The system of claim 1, wherein the sensor is a
2 device chosen from the group consisting of: a webcam, an
3 infra red camera, an audio input, a video input, and a
4 temperature sensor.
- 1 3. The system of claim 1, wherein the information
2 collected is reported to a remote location.
- 1 4. The system of claim 1, wherein by activating the
2 input device, the user causes the information to be
3 collected.
- 1 5. The system of claim 1, wherein the user activates
2 the sensor by manipulating an object of the electronic
3 consumable, and wherein embedded code of the object
4 causes the information to be recorded in response to the
5 user manipulating the object.

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1 6. The system of claim 1, wherein the object of the
2 electronic consumable can only be stored in containers
3 that allow the embedded code of the object to function.

1 7. The system of claim 1, wherein the information is
2 analyzed using data mining techniques.

1 8. The system of claim 1, wherein the user can
2 configure the collection and reporting of information.

1 9. A system for collecting information about a user of
2 an electronic consumable, comprising:
3 an apparatus capable of displaying an electronic
4 consumable;
5 an electronic consumable comprising documents and
6 objects;
7 wherein the documents and objects include
8 instructions for automatically monitoring and reporting
9 user behavior; and
10 wherein a user action triggers the monitoring and
11 reporting of the user behavior.

1 10. The system of claim 9, wherein the user behavior
2 reported comprises how long the user looked at a first
3 page of the document.

1 11. The system of claim 9, wherein the user behavior
2 reported comprises the time between the user opening an
3 object and closing the object.

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1 12. The system of claim 9, further comprising a sensor
2 as part of the apparatus, wherein the sensor collects
3 biological information about the user.

1 13. The system of claim 12, wherein the sensor is an
2 infra red sensor, and wherein the biological information
3 comprises the body temperature of the user as determined
4 from the sensor.

1 14. The system of claim 12, wherein the sensor is a
2 camera, and wherein the biological information comprises
3 facial expressions of the user.

1 15. The system of claim 14, wherein the facial
2 expressions are classified according to a facial
3 expression recognition algorithm.

1 16. The system of claim 9, wherein the user behavior is
2 analyzed using data mining techniques.

1 17. The system of claim 9, wherein the objects can only
2 be stored in containers that allow embedded code of the
3 object to function.

1 18. The system of claim 9, wherein the user can
2 configure the collection and reporting of information by
3 the system.

1 19. A method of collecting information about a user of
2 an electronic consumable, comprising the steps of:

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3 storing an electronic consumable on an apparatus,
4 the apparatus providing means for displaying the
5 electronic consumable;
6 in response to a user action, collecting information
7 about the user, wherein the information is collected
8 according to embedded code in an object of the electronic
9 consumable; and
10 reporting the information across a network.

1 20. The method of claim 19, wherein the reported
2 information is analyzed using data mining techniques.

1 21. The method of claim 19, wherein the information is
2 collected by sensors of the apparatus.

1 22. The method of claim 21, wherein the sensors are
2 selected from the group consisting of: a webcam, an infra
3 red camera, an audio input, a video input, and a
4 temperature sensor.

1 23. The method of claim 21, wherein the information
2 includes biological information about the user.

1 24. The method of claim 19, wherein the object of the
2 electronic consumable can only be stored in containers
3 that allow the embedded code of the object to function.

1 25. A system for collecting information about a user of
2 an electronic consumable, comprising:

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3 means for storing an electronic consumable on an
4 apparatus, the apparatus providing means for displaying
5 the electronic consumable;

6 in response to a user action, means for collecting
7 information about the user, wherein the information is
8 collected according to embedded code in an object of the
9 electronic consumable;

10 means for reporting the information across a
11 network.

1 26. The method of claim 25, wherein the reported
2 information is analyzed using data mining techniques.

1 27. The method of claim 25, wherein the information is
2 collected by sensors of the apparatus.

1 28. The method of claim 27, wherein the sensors are
2 selected from the group consisting of: a webcam, an infra
3 red camera, an audio input, a video input, and a
4 temperature sensor.

1 29. The method of claim 27, wherein the information
2 includes biological information about the user.

1 30. The method of claim 25, wherein the object of the
2 electronic consumable can only be stored in containers
3 that allow the embedded code of the object to function.

1 31. A computer program product in a computer readable
2 medium, comprising the computer implemented steps of:

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3 first instructions for storing an electronic
4 consumable on an apparatus, the apparatus providing means
5 for displaying the electronic consumable;
6 in response to a user action, second instructions
7 for collecting information about the user, wherein the
8 information is collected according to embedded code in an
9 object of the electronic consumable;
10 third instructions for reporting the information
11 across a network;
12 wherein the information includes biological
13 information about the user.